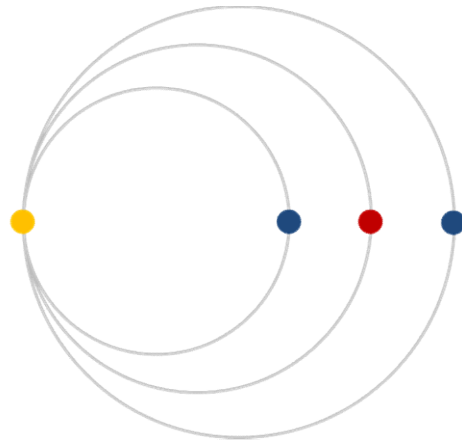


ACADEMY OF CREATIVE TRANSFORMATION

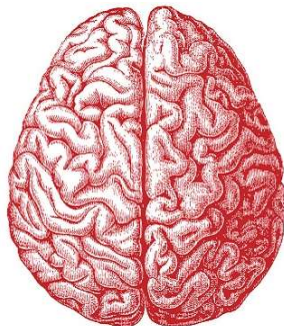
CREDENTIALS

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ACADEMY OF
CREATIVE
TRANSFORMATION

CURIOSITY + COURAGE + COMPASSION



Academy of Creative Transformation Malaysia

What we do ...

A collaboration between corporate training professionals and cultural activists who believe in the power of creativity to initiate change.

Deploys theatre-based programmes to:
communicate, educate,
stimulate, and activate minds
so that emotions are aroused
and behaviours or habits may
change.



Academy of Creative Transformation Malaysia

Who we are ...

Helmed by:

Marie Tseng

cross-cultural specialist

François Bogacz

neuroscientist

Grégory Henno

theatre director/actor/writer

Vernon Adrian Emuang

communications specialist

Mark George Varyan

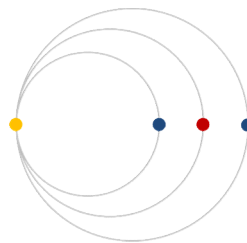
business development, healthcare



Realex

EXCHANGE THEATRE

is the intellectual property of



ACADEMY OF
CREATIVE
TRANSFORMATION

Our Academy's Flagship Product



Enabling change &
high-impact learning



Our Academy's Flagship Product



Enabling change &
high-impact learning



Customer Service

Selling Skills

Team-Building

Communications

Health & Wellbeing

Gender & Diversity

Negotiations

Winning Mentality

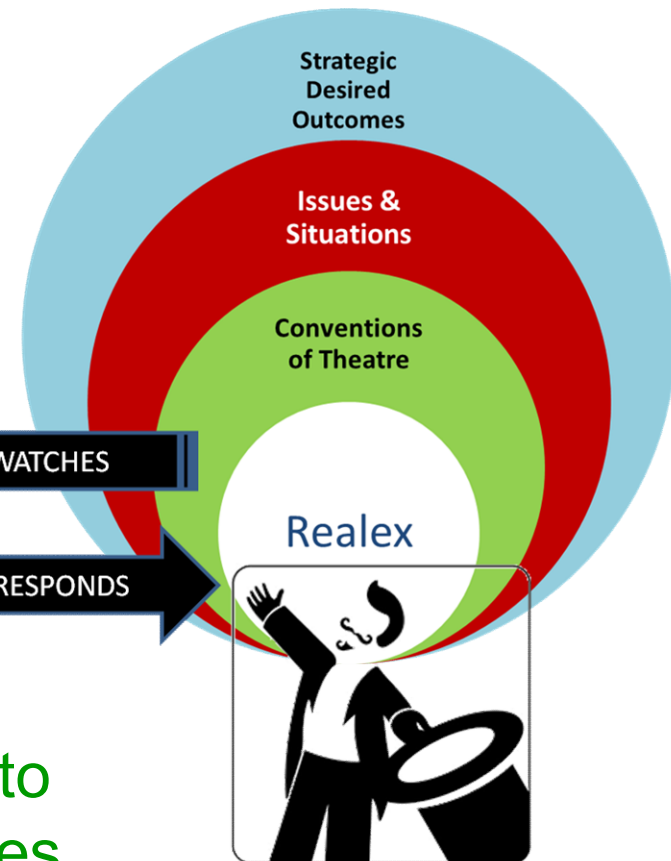
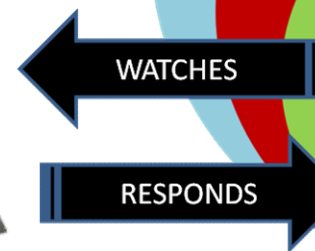
What is **Realex** ?

A powerful tool for change!

- **INTERACTIVE**
- **TRANSFORMATIONAL**
- **ENGAGING**
- **HARD ISSUES**



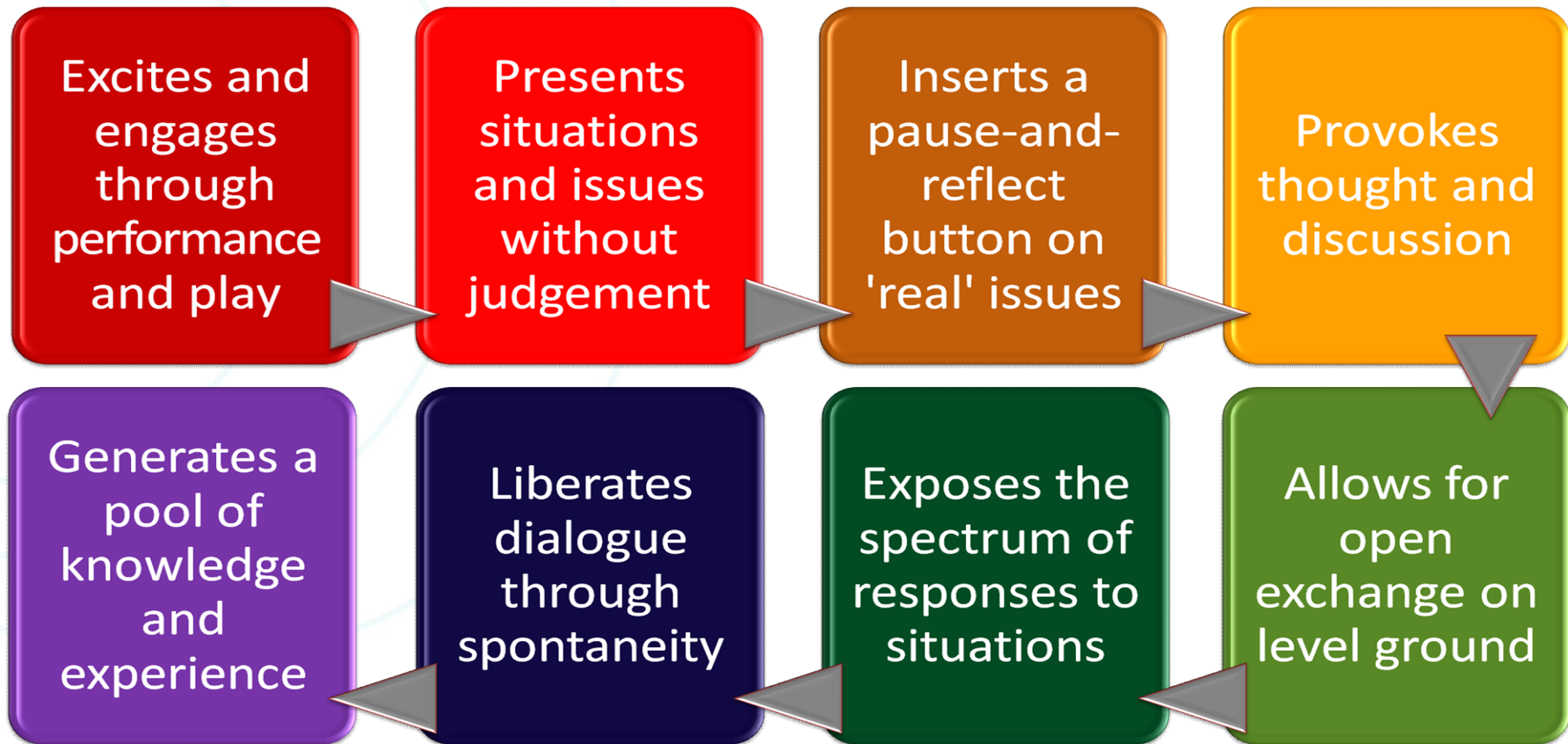
Audience



Game Master

REALEX brings greater impact to
your HR and marketing strategies
through exchange theatre.

How does **Realex** work?



The history of **Realex** Exchange Theatre?

**In Malaysia
since 2014.**

Led by Gregory Henno;
15 years experience with
France-based Entrées
de Jeu.

**A growing team of
trained actors and
facilitators.**

**Performances to
universities and
corporate clients.**





Intervention theatre played in various settings



**COMPAGNIE
ENTRÉES DE JEU**

Created in France by
Bernard Grosjean in
1990

Inspired by Augusto
Boal, Forum Theatre

Over 20 years
experience

A team of 40 actors of
exchange theatre

Over 80,000 people
reached every year

600 to 800
performances every
year

CASE STUDY #1

The Brief:

Promote the usage of condom for AIDS prevention in high schools



COMPAGNIE
ENTRÉES DE JEU



Informier • Prévenir • Former



CASE STUDY #1

The Brief:

Promote the usage of condom for AIDS prevention in high schools

Key outcomes:

- Played since 1996– 70,000 performances, over 7,000,000 pupils reached
- Program maintained beyond political orientations of the government
- Entrées de Jeu consistently chosen as the best company to continue this program
- Powerful tool to help professional nurses to address the topic of AIDS prevention with teenagers, as well as science teachers to introduce lessons on reproduction
- Psychologists use the outcome of the play to engage in dialogues with parents



COMPAGNIE
ENTRÉES DE JEU



Informier • Prévenir • Former



CASE STUDY #2

The Brief: Prevention of Suicide in Rural Areas



**COMPAGNIE
ENTRÉES DE JEU**



CASE STUDY #2

The Brief:

Prevention of Suicide in Rural Areas

Background:

- EDJ was called in following a national survey by INSEE highlighting that 500 farmers commit suicide every year
- Created upon the request of the wives of farmers.

Key outcomes:

- Programme has continued since 2005
- Thanks to EDJ, farmers were more willing to attend sessions organised by the counselors enabling them to intervene before accidents happen.



**COMPAGNIE
ENTRÉES DE JEU**



CASE STUDY #2: Media Coverage

Scènes de la souffrance au travail

Harfleur. La Macif a mené une opération de sensibilisation aux maux engendrés dans l'exercice d'une profession, samedi après-midi à La Forge.

Vingt-huit pour cent des salariés déclarent éprouver une souffrance mentale au travail. Du stress au mal-être, du burn-out au suicide, les conséquences pour la santé peuvent être dramatiques. « On n'en peut plus... » pour

rait résumer la situation. C'est ce qui a décidé la Macif à mener une action de sensibilisation en direction de ses assurés, individuels ou comités d'entreprise. On notait la présence du docteur Limare, président de l'Association Réseau Pré-

vention Suicide du Havre, Florent Dubus, chargé de mission à l'Association Régionale pour l'Amélioration des Conditions de Travail de Haute-Normandie, Agnès Mauger, secrétaire du syndicat UFICT CGT des hôpitaux du Havre.

Après une brève intervention de Jacques Defortescu, délégué de la mutuelle, c'est une représentation théâtrale par la compagnie Entrées de Jeu, intitulée *Le Goût de l'effort*, qui a servi de support à la démonstration : cinq saynètes qui explorent les origines et les conséquences de la souffrance au travail en présentant différentes situations auxquelles le personnel peut être expo-



Les comédiens de la compagnie Entrées de Jeu ont interpré-



“If we had communicated directly on this theme by organizing a symposium or a simple meeting , no one would have spoken up. Here 170 people attended the performance *Stress is in the field* because it was theater”

***Frédéric Bensier,
Health and Social Impact Director,
Mutualité sociale agricole -MSA-***



CASE STUDY #3

The Brief:

Confront the issue of gender tensions in the workplace



CASE STUDY #3

The Brief:

Confront the issue of gender tensions in the workplace

The scenarios were designed in collaboration with Lead Women Sdn Bhd, an organization pioneering efforts in developing leadership beyond boundaries of gender, generations and cultures across the Asean Region.

Outcome

‘Women At Work’ exposed challenges that women encounter when accessing key leadership positions in Malaysian companies and institutions.

CASE STUDY #4

The Brief:

Towards a more collaborative corporate culture @ Microsoft Malaysia



Realex



CASE STUDY #4

The Brief:

Towards a more collaborative corporate culture @ Microsoft Malaysia

Key outcomes:

- 90minutes of intense creativity, reflection and action
- Clearly identifying a corpus of typical behaviors and attitudes to be improved during company meetings
- Documenting the challenges that emerged during the exchange theatre session
- Leadership development programs are now being developed

CASE STUDY #5

The Brief:

Towards A Winning Mentality & High Performance Culture



CASE STUDY #5

The Brief:

Towards A Winning Mentality & High Performance Culture

Key outcomes:

- Identified communication challenges among the different stake holders
- Used Realex techniques for effective communication: clear understanding, unbiased perception and common goals.
- Discovered the impact of a winning mentality and high-performance culture in the Malaysian context.
- Enabled a powerful cultural shift in preparation for the SEA Games in Malaysia in 2017



Other issues tackled using **Realex**

- **Moving into a nursing home**
- **Adapting to home nursing**
- **Ageing population and medication**
- **Customer care in hospitals**
- **Domestics hazards and accidents**
- **Training courses: The nurses well-being for the patients well-being**
- **Health prevention actions with students and counsellors in schools**



Clientele / Experiences



THALES



FMC Technologies



The Benefits of **Realex** Exchange Theatre

- A refreshing new approach that combines dramatic theatre with audience interactivity to trigger **identification, reflection, exploration** and **behaviour change** within your organisation
- Through observation and play-acting with specially trained REALEX actors, participants will experience heightened **awareness** and **clarity** on complex issues they usually find difficult to understand or articulate
- The REALEX theatre environment affords direct (***they feel***) and spontaneous (***they respond***) interaction, and the employees as **Spect-actors** are provided a valuable opportunity to explore and experiment with new behaviors in a safe environment
- As a dramatic simulation of workplace situations, relationships and social dynamics, the scenarios 'soften' your employees to open up the conversations with experts in your organisation on the issues that will get your organization moving forward.





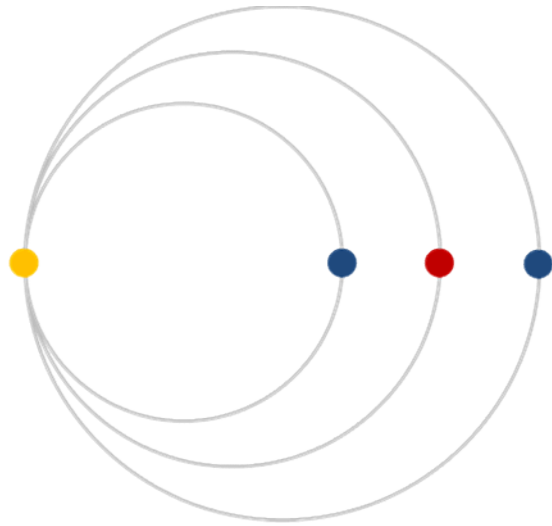
In this complicated world, we often **fail** to talk about our problems. **REALEX** is an incredibly engaging way to get us, the audience, involved in solving social issues - but in a safe theatre setting. How incredibly devious and effective.
~ **Steve Chao**, broadcast journalist / documentary filmmaker





“REALEX is a great way to quickly learn how to handle or talk yourself out of sticky situations. Its skits are amazingly flexible, versatile and what you experience can be applied to interactions at work or play. REALEX is a must have tool for any HR practitioner.”

~ **Nina Halim Rasip**
Marketing and
Communications
Consultant



ACADEMY OF CREATIVE TRANSFORMATION

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